

Bystanders to Upstanders

Awareness | Action | Community

PROBLEM

Businesses



Businesses want to engage their employees to increase CSR Ratings.

Users



Users lack time to seek out relevant opportunities.

Charities



Charities cannot afford the money to market their opportunities to larger audiences.

SOLUTION

An Online Community:

Localize, personalize, and gamify volunteer work for users and centralize volunteers and increase reach for nonprofits.



MISSION & VISION



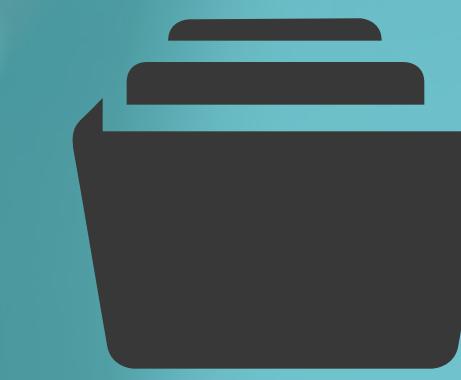
Our Mission

To incite people to take action in their communities



Our Vision

B2U seeks to provide each user with a personalized volunteer assistant to facilitate involvement and create a hub of socially conscious individuals, charities, and businesses.



OUR PRODUCT

B2U FOR VOLUNTEERS



1. SET UP PROFILE

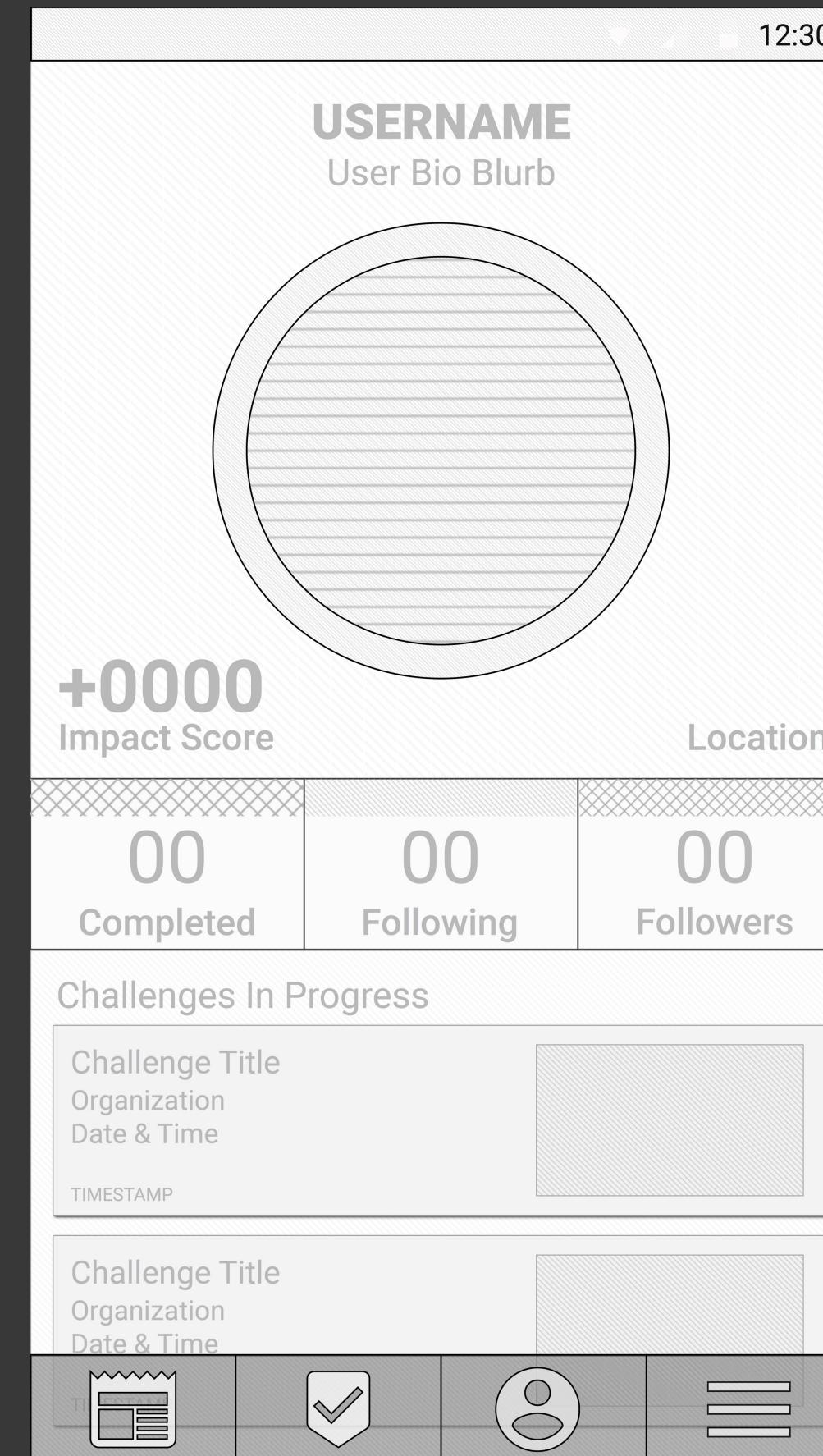
Specify your interests and location.

2. JUST FOR YOU

Get customized opportunities in your area.

3. TRACKING

View your current sign ups and your volunteer history.



A photograph showing several volunteers at a charity event. In the foreground, a woman in a yellow jacket and cap is signing up participants. Behind her, another woman in a black shirt and sunglasses is also working. Several people are standing in line, waiting to sign up. A sign above them reads "RUNNERS: BIB NUMBERS HERE".

B2U FOR CHARITIES

01

Create Events and Programs

List opportunity details in the B2U database
to manage events and programs

02

Set Job Descriptions & Timeslots

Tell us what skill set is required and
when volunteers need to arrive

03

Reach More Volunteers

Send announcements to those
who follow your page or have
signed up for your event

04

Feedback Loop

Check off volunteers
when they arrive or
have completed their
hours

07

BUSINESS MODEL

Employers



Employers license the app for a set fee based on their company size

Businesses



Businesses advertise socially conscious products and promotions

Charities



Charities pay for premium features such as large event tracking and long-term campaigns



ABOUT US

TEAM LEADERSHIP



Myra Emmett

CFO

Accounting and finance



Winnie Xu

COO

Web and graphic design



Sneha Jayaprakash

CEO

Social causes and technical infrastructure



To-Van Hoang

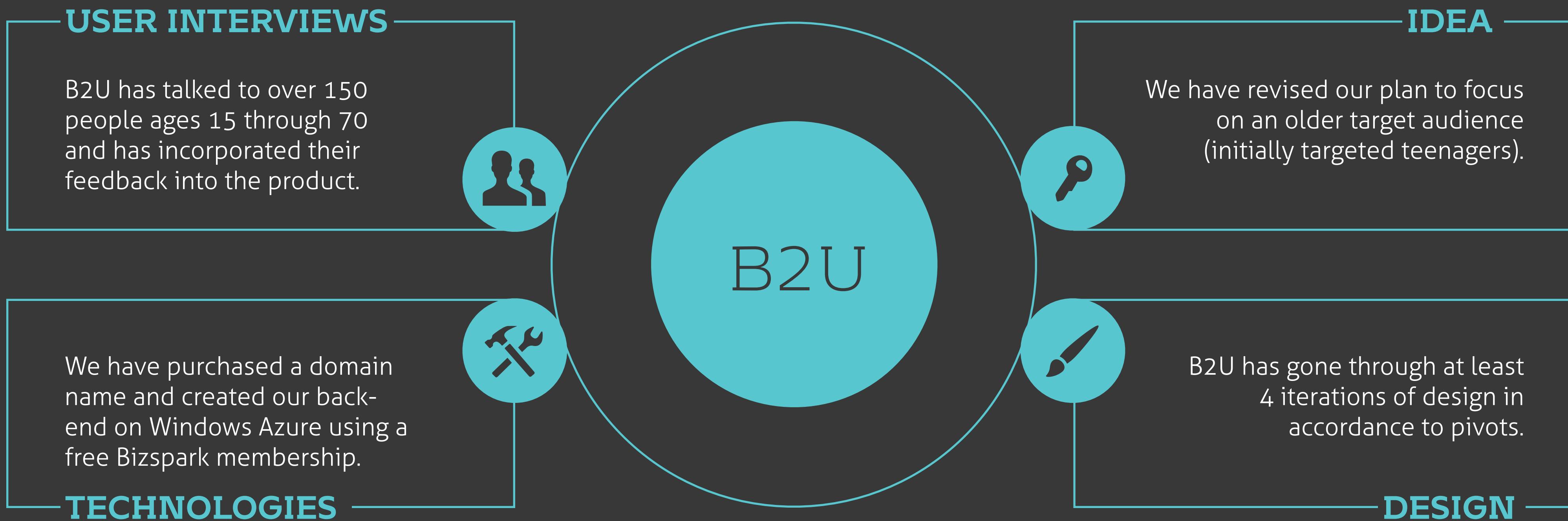
CBO

Marketing and social media

TEAM STRUCTURE



ACCOMPLISHMENTS



OUR AWARDS



2013
Challenge for Change
\$2500 and social innovation mentorship



2014
Imagine Fund
\$10000 and technical mentorship



2014
UCSD Social Innovation Fund
\$2000



2014
Zahn Prize Social Innovation Open Challenge
\$1000



2014
MyStartupXX
(ongoing) marketing and product development mentorship

2015 PLANS



Thank you

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[fb.com/B2Uproject](https://www.facebook.com/B2Uproject)